IT'S TIME TO BUY

## WATERMELONS

A price to make them move

### l and l-4 cents the pound

We guarantee all we sell

## ROSS, HIGGINS @

We sell Chase and Sanborn's Coffee.

LODGE MEETINGS TONIGHT.

#### LOCAL BREVITIES.

Young parrots for sale at Bond Street Market, 417 Bond Street.

Office rooms for rent. Geo, W. Bar- the city yesterday. ker, Astoria National Bank

R. B. Smith, of Seaside, was in the city yesterday. He has sold his business the Occident yesterday. to H. W. Kretzer and Harry Bulger.

Eastman product. No dark room re- yesterday on business. quired. From \$2.50 to \$5. New line of purses and hand bags at Frank Hart's at the Central yesterday.

#### "Will Visit Exposition.

drug store.

the employes of the dredger Ladd permis sion to visit the Lewis and Clark fair, terday on a business trip.

#### Dealy "Hits the Trail."

The office of the city treasurer was closed yesterday, Mr. Dealy being engag. is visiting friends in Astoria.

#### WESTPORT MILL STARTS.

ed in hitting the Trail in Portland.

#### Long Closed Mill at Westport Sawing Cargoes of Lumber.

John W. Palmer, president of the Westport Lumber company, of Westport was in the city yesterday. He reports the mill has started nicely and that they are sawing a couple cargoes of lumber. The new company handling this enterprise are experienced and progressive terday. people and are bound to make a success. of the venture as there is no better location for a mill on the river than they have selected at Westport.

# Just Arrived!

DELICIOUS, JUICY

## Watermelons

The Delight of the Little Folks The Rich and Palatable Dessert

They must be seen to

for grown folks

Investigate our prompt and correct

be appreciated.

delivery system.

Johnson Bros.,

Good Goods 118-122 Twelfth St., Astoria.

PERSONAL MENTION.

John Lewis of Fern Hill was in the city yesterday.

A. W. Anderson of Tacoma was in the city yesterday.

Alfred Anderson of Portland was in

yesterday on business.

C. F. Taylor, of Seattle, registered at Olof Erickson of Lewis and Clark was

in the city yesterday. Kodak Tank Developers, the latest | G. W. Beach of Salem was in the city

Thomas Dealy is bitting the Trail in Portland for a few dayes. J. C. Fitzgerald of Chicago was a vis-

An order has been issued granting all itor in Astoria yesterday. D. M. Stuart went up the river yes-

G. W. Simpson of Portland register-

ed at the Occident yesterday. Mrs. A. B. Pennel of San Francisco,

W. G. Wharton and wife of Portland were tisitors in Astoria yesterday. John G. Kield and wife of San Francisco visited in Astoria yesterday.

Luther H. Co Tlington, of Detroit, Mich., was in the city yesterday. Frank Eckland of Seattle was among

the arrivals in this city yesterday. Thomas Minnis and daughter of Bos George Hibbert, editor of the Chinook

Thos. Patterson has returned from a few days' visit to the Lewis and Clark

turned from a week's visit to the Port gatta committee will no doubt offer the be called for an early date.

city visiting her sister, Mrs. Charles for the committee to arrange for any

P. A. Stokes.

about one week, Missed Alma and Lizzie Grant, of

ing Mrs. D. H. Welch.

renewing old acquaintances, City Attorney A. M. Smith has gone arrived in the city yesterday and will Morse

#### LOCKSLEY HALL HOTEL.

Rooms with private baths. All the comforts of home. Private tennis court in connection, L. A. Carlisle, Proprietor, Seaside, Oregon.

14th St. Astoria.

# JEWEL

# Special Sale Jewel Ranges

Remarkable reductions of a high grade range to make room for a car load of

Monarch Ranges COMING

Buy a JEWEL now and save Money.

	100000000000000000000000000000000000000	1					F				Land of Co.
\$55.00	Jewel Range						 	**:			840
\$55.00	Jewel Range,	with 1	eservoir		1			ener.	VALUE OF		.\$42.50
\$50.00	Jewel Range	, with	reservoir,.	***			**				.\$36.00
\$52.50	Jewel Range	, with	reservoir			10 K	 		10		.\$40.00
\$45.00	Jewel Range	, with	reservoir.			44	 ***			*.*(*)	.\$32.50

## CHAS. HEILBORN

\$32.50 Jewel Range, with reservoir......\$27.50

Complete House Furnishers.

Two Thousand Dollars Already Subscribed for the Regatta.

CONSIDERABLE MORE IN SIGHT

Committee Meet With Some Opposition But Believe All Obstacles Will Be Overcome. Now Depends Upon the Transportation Companies.

The twelve members of the regatta committee started out early yesterday morning and worked all day, interviewing nearly every merchant in the city. R. B. Smith of Seaside was in the city From many they met with liberal recharge it up against the present commit- on the City Hall contracts. tee. The statements of the committee J. E. Nelson, of Portland, registered that this regatta is to be more of a funds on hand and to be collected to cape a reasonable subscription. Another street warrants obstacle is the "closed town" proposition. The people of the lower end of the city state that they will give \$1000 if the town is opened. This sentiment Rev. Dr. Lloyd Has Asked Withdrawal prevails to some extent among the business men,

held this afternoon, it was suggested, drawn. Observer was a visitor in Astoria yes- that the date of the regatta be changed While Dr. Lloyd regrets to have to largest prizes for the fishing boat races. Mrs. Catheart of Portland is in the having one each day. It is impossible Henry B. Tichner of San Francisco but if they meet with equal success tois in the city the guest of Mr. and Mrs. day, it is probable that the regatta will

eral satisfaction. Providence, R. I., are in the city visit- event for Astoria. It means more than and taken to the city jail as is the usual J. F. Halloran, formerly editor of the and commercial interests of the city, as the Hume mill and given free trans-Astorian, and his son, are in the city Upon its success depends to a large ex- portation in the direction of the rising tent the prosperity of the city this fall and winter. It will bring thousands of to the Nehalem on a pleausre trip. He visitors to Astoria from the Middle West they start on a forging expedition with is expected to return tomorrow night, who will visit the Portland fair, and Astoria and Portland as common points. Mrs. Elia Kelly, of Metimore, Mich., who will be attracted by the water sports, something they have never seen spend the summer with Mrs. C. R. before. Every enterprising citizen should wish the committee success to the end Overlooking the ocean. Best service mate benefit of every citizen and every C. Brower, the will was ordered to promerchant in the city and country.

#### Driving Foundation.

L. Lebeck will commence the driving of the foundation for the new bulld R. M. Gaston has added a complete ing to be erected by A. S. Reed at the stock of harness, collars and saddles to corner of Eleventh and Duane streets to be of the value of \$7,000. his implement and vehicle line at 105 tomorrow. As soon as the foundation is completed contracts will be awarded. for the constructing of a two-storry business block.

#### LIGHTS DELAY MEETING.

Await Electric Lights.

No definite time has been set for the special meeting of the common council owing to the non arrival of the electric light fixtures. They are expected to arrive in the city tomorrow and will probably be installed by Friday. Temporary lights will be used in the various offices George G. Wilson, lots 12 to 14, block for emergencies.

It is probable that no meeting will be held uptil next Monday night, at which time it is expected that all the offices I to 24, block 24, Young's addition; \$500. will be completely installed by that time. The fixtures would have been here sooner but several changes were made and the old order countermanded and a new order substituted which caused the delay

MAY PURCHASE GROUNDS.

Redmen and Eagles Consider Purchase Of Land at Fort Clatsop,

At a meeting of Astoria Aeria, Fraternal Order of Engles held last Sunday, pleasant trip.

a committee was appointed to confer SHELDON purpose of purchasing two additional acres of land at Fort Clatsop, in addition to the acre donated to both lodges by A. M. Smith,

At a meeting of Concomley Tribe held last night a committee was appointed to confer with the Eagles' committee. The object is to secure about three acres of land and fit it up for pienie grounds. There is a fine spring of water on the land donated by Mr. Smith.

If the land can be purchased at a reasonable figure, a new wharf will be built Pottery company. The grounds will be fitted up especially for picnics and excursions by the two lodges jointly.

MAY MAKE SPECIAL TAX LEVY OF TEN PER CENT

Thought Additional Levy Will Be Necessary to Take up Street Warrants.

The \$16,000 of Astoria municipal street bonds recently sold to \ Morris sponses, while a few seemed disposed Brothers and Christensen, of Portland, to throw cold water on the subject. It have been delivered to them and if apseems that it is impossible for them to proved the money will be forwarded to eradicate from their minds the failure the city treasurer. Most of this money of last year and they are disposed to will be used in paying the balance due

It is thought there will be sufficient home affair, and in the interests of the maintain the various departments of the city for the purpose of an advertisement, city, but the council will levy a ten mill seems to have no effect upon them, and tax this winter for general municipal the committee have concluded it is only purposes and ten mills for special pura subterfuge resorted to in order to es- poses, mostly to take up outstanding

#### ASKS WITHDRAWAL.

Of His Acceptance,

Rev. William Seymour Short, rector The work of the committee yesterday of Grace church, has received authentic tallied up \$2054.00, with about \$500 information to the effect that the Rev. more in sight, which has been promised. Dr. Lloyd, of Uniontown, Pa., in a letter The full committee will go out again to Dr. van Waters, president of the today and interview a number not seen standing committee of the diocese of yesterday. Everything now, virtually Oregon, has requested that his acceptdepends upon what the transportation ance to the office of bishop condjutor companies and the canneries will do. At to which he was recently elected at the ton registered at the Occident yesterday. an informal meeting of the committee diocesan convention in Portland, be with-

from August 28 to the first week in take this step he feels that the diocese September. The suggestion is made by will be able to find a worthy successor several fishermen who have expressed and assistant to the present bishop, the a desire to participate, providing sub- Rt. Rev. Benjamin Wister Morris, D. D. Captain R. E. Howes and wife have re- stantial prizes are offered, and the re- It is possible that another election will

#### TACKLE "SHANK'S MARE."

prizes until the subscriptions are all in. Tramps Given Transportation to Some-

where by Local Police. The old Trullinger mill in the West be pulled off on the 15th of August. End has been the rendevous for several This will mean that it will be more of a months for the members of the Sons of tin's springs and expects to be absent home affair and will no doubt give gen- Rest. - Yesterday the police force raided the place and found a number of lazy The regatta is a most important shiftless hobos. They were not arrested some people can realize to the mercantile proceedure, but were escorted as far sun. Most of them dwell in an old cave at Goble and when provisions get short

#### Admitted to Probate.

Proof of the will of the late Peter Andrew Jordan, having been submitted to that one of the best and most success. County Judge Trenchard yesterday, by ful regattas may be held to the ulti- the affidavits of F. J. Carney and C. bate. F. J. Carney, F. A. Fisher and Peter Jordan are named as appraisers. William E. Joplin is named in the will as executor. The appraisers will meet today and appraise the property. The portion in Clatsop county is estimated

#### Building to be Repaired.

W. W. Whipple, of the Palace Catering Company, arrived in Astoria Sunday night from Seattle. He states that the company will let a contract today for repairing the Palace restaurant Special Session of Common Council Must building and expects to have it completed an in running order within two weeks. It will be entirely remodeled and fitted up as a first class restaurant.

> Real Estate Transfers. Grimes Grove Land Company to Mrs.

block 9, Grime Grove; \$80. Columbia Harbor Land Company to 27, lots 9 to 11, block 29; lots 13 and 14, block 47; Wrrenton Park; \$2350.

J. R. Gutherie to Goldie Grissum, lots Sheriff to A. Laura Knapp, tract in section 18, T. 8 N., R. 7 W.; \$4.25.

#### Visited the Seining Grounds.

A party of Astoria young ladies chartered the steamer Mayflower yesterday and visited the up-river seining grounds. Mrs. C. S. Brown acted as hostess and was assisted by a number of prominent ladies. The party returned to Astoria last evening after having enjoyed a very

Enthusiastic Audience Greets Distinguished Visitor.

AUDITORIUM WAS PACKED

adjoining the one built by the Smith Five Hundred Astoria Merchants and manship As a Science.

> A. F. Sheldon, of the Sheldon school, Brooklyn, July 24. Berthe Claiche, Business Building."

Charles E. Gray, president of the Retail Clerks' Union, introduced Mr. Sheldos. Emil Held, the "ad-man," followed, supplementing Mr. Gray's introduction of the distinguished visitor with a few enthusiastic remarks, the substance of which was to the effect that he had heard nothing but "Sheldon" for a very material period and he was glad that Mr. Sheldon was at last in Astoria and about to deliver one of his interesting talks.

As the speaker, Mr. Sheldon, is not unremindful of Homed Davenport, he does not abandon himself to humor, but he is eminently a conversationalist; easy of delivery and interesting, free from gesticulation and yet forcible. At times he lapses into the facetious strain; his humor is wholesome.

Under four heads, Facts Pertaining to Salesmanship; Facts Pertaining to the Customer: Facts Pertaining to the article Sold and Facts Pertaining to the Actual Sale, Mr. Sheldon placed his topic before his hearers intelligently. It was at once apparent that Mr. Sheldon rigidly objects to the popular belief that the salesman is an automatom, a mechanism conceived to perform a certain function but utterly unresourceful from a psychological standpoint. He argues that salesmanship is a science, a profession. In his discussion of the salesman he ters in the brought out that every person in that particular avocation could, by mental suggestion, educate himself to a more thorough appreciation of the article he is selling; in the abstract. that science the physician, the salesman may app this organization to his own field,

Under the remaining heads Mr. Sheldon illustrated how close was the reltionship between the salesman, the customer, the article and the actual sale, which four things, by analysis Mr. Shelden claims, are the compotent parts of the science of salesmanship. He bases his argument on psychology, but eliminates the deep study which characterizes the professional man an innoculates the science with commercialism making it easily adaptable to the business man.

in business, Mr Sheldon said, among

other things: "Judicious advertising is the fire under the boilers of business while injudicious advertising is the thing which burns NEWSPAPER PUBLISHED IN ANY everything up. It takes nerve and faith CITY OF ITS SIZE. WILL YOU to be a good advertiser, but both these HELP US? mitted to rot or to ripen into reckless- CILL AND TELL YOU ALL ABOUT ness. One psychological law which in- 17. will pay is that the human mind is tion Manager, amenable to positive repeated sugges-

Throughout the entire address Mr.

Sheldon held his audience with little or no effort. Upon the conclusion many merchants availed themselves of the opportunity to meet the speaker. He will leave this morning for Portland. His secretary, Mr. Fitzgerald, will remain in the city for several days.

Salmon Run Improving. Reports from the lower river traps and seines and the gillnetters show an increase in the run of fish. Old time fishermen claim that it is the July run and that it will continue about a week. A later run is expected. The McGowan cannery at McGowan started up yesterday for the first time this season, most of the fish having been delivered to the Employes Gather to Hear A. F. Shel- Hwaco plant. B. A. Seaborg was in don, of Chicago, in Address on Sales- the city yesterday and reports his cannery in full operation with a noticeable increase in salmon.

#### Pleads Not Guilty.

Thicago, was given an enthusiastic greet the "White Slave," who shot and killed ing last night by a representative body Emil Gendron, and who was indicted of 500 Astoria merchants and employes for murder by the Grand Jury appeared who gathered in Foard & Stokes' hall, before Justice Foster in Manhattan tothe occasion being Mr. Sheldon's address day, and pleaded not guilty to the inon the "Science of Business Getting and dictment. A date for the trial of the Claiche girl will be set later in the

#### Today's Weather,

Portland, July 24.-Western Oregon; Tuesday, fair and slightly cooler, except near the coast. Western Washington, fair. Eastern Oregon, eastern Washington showers and thunder storms

#### , Taft at Yokahama.

Yokohama July 24.-Steamer Manchuria with Secretary Taft and party on board, arrived at 7 o'clock this morn-

## Behnke-Walker **Business College**

If you are thinking of attending business college you can not afford to ignore the best in the northwest. Our equipment is unsurpassed west of Chiago. On account of our rapidly increas ing attendance

#### WE WILL MOVE

October First to our elegant new quar-

#### Elks Building

now being completed at Seventh and Stark streets. Our graduates are all is merely the organization of knowledge employed. Placed 207 pupils in lucraand like the lawyer, the ecclesiast or tive positions during the past year. Send for our handsomely illustrated catalogue. Free. Address all communications to our present quarters in the Stearns Building, Portland.

WE WANT TO DOUBLE

OUR

SUBSCRIPTION LIST.

THE "HOW" OF IT

In speaking of advertising as a factor WILL INTEREST EVERYBODY, WHETHER THEY NOW READ THE PAPER OR NOT. WE ARE GOING TO MAKE THE

MORNING ASTORIAN THE BEST

qualities pay in business when not per- TELEPHONE MAIN 661 and I WILL

sures that honest repeated advertising Emil Held Advertising and Circula-

THE MORNING ASTORIAN. P. S .- If you live out of town write

## MOCCASIN SLIPPERS

#### The Latest Eastern Craze Suitable for Indoor and Outdoor Wear and of a quality and style that

will make wearing them a pleasure, Children's Moccasin Slippers ..... 75c and goc

Youth's and Misses' Moccasin Slippers ...... goc and \$1,25 Young Men's and Young Ladies' Moccasin Slippers ........... \$1.50 For Men and Women we have them at ...... \$1.75 The Children's Slippers are made out of one piece with soft soles, or

with separate heavier leather soles. All slippers are flexible and are

dainty in appearance. Come in and see them. No trouble to show the

A shoe to fit, And a shoe to wear Must be selected With taste and care

styles. Just ask to see them.

